

How system providers with small budgets can reach the CU market

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Resource management is the process of allocating resources to achieve the greatest organizational value. Good resource management results in the right resources being available at the right time for the right work.

Credit union system providers with a small budget and-or minimal resources have ways to leverage them effectively to reach the credit union market.

Here are a few tips to maximize your dollars:

- Find where your targets are spending their time
- Tailor your message to their needs
- Consider your content & channel strategy

CUNA is the national association that can guide new and existing system providers through connecting their name and brand with a national market of credit unions at a price right for their budget.

Affordable offerings available through CUNA include:

[Advertisements in emails or on the web](#): A horizontal banner ad in CUNA News emails, of which nearly 50,000 are sent weekly, starts as low as \$750. Advertising a video about your product or service for one week on the home page of CUNA News costs only \$1,000. All you need to do is provide us the URL to where the video has been uploaded (YouTube, Vimeo, etc.).

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“CUNA GAC is a great way to not only generate leads, but also learn about the current credit union climate, network with everyone in the credit union community and have an all-around great time,” said Mickey Goldwasser, vice president of marketing for Payrailz.

Advertising and sponsorship through CUNA allows system providers to gain access to credit unions who trust in CUNA's mission as a key industry player with a large reach.

With smart resource management, all providers can reap the benefits of getting their brand in front of decision makers in the credit union system.